

..Title

US HWY 17-92 CRA – Consider approval of funding requested by PRISM International, Inc. to provide business training services to CRA businesses in the amount of \$25,000. Corridor Wide (Sonia Nordelo)

..Department

County Manager's Office

..Division

Economic Development Division

..Authorized By

Nicole Guillet

..Contact/Phone number

Sonia Nordelo - 407-665-7133

..Motion/Recommendation

1. Recommend approval of the funding requested by PRISM International, Inc. to provide training to CRA businesses in the amount of \$25,000; or
2. Deny approval of the funding requested by PRISM International, Inc. to provide training to CRA businesses in the amount of \$25,000; or
3. Continue to a time and date certain.

... Background

Seminole County's rapidly changing community has resulted in a more racially and ethnically diverse workforce and marketplace. Given the rapidly changing business environment, PRISM would like to obtain partial funding to cover the costs of providing business training to CRA businesses.

PRISM International, Inc. has been instrumental in assisting hundreds of businesses with capacity-building training for more than 20 years. PRISM is one of Sanford's own small businesses, also certified as a Women-Owned Business Enterprise (WBENC).

PRISM proposes to provide CRA businesses with customer service and cultural competency training to increase knowledge and skills that translate into increased revenue and cost containment. PRISM proposes to deliver two facilitated programs; Providing Outstanding Service Across Cultures and Languages, as well as, Creating and Maintaining a Harassment-Free Workplace, to 50 CRA businesses. In addition, PRISM will provide the CRA with a three year license to their Cross-Cultural Xpress and Exploring Dimensions of Diversity Learning Modules which would be made available to all CRA businesses through the CRA website.

PRISM will also include a free membership to their Association of Employee Resource Groups and Diversity Councils for 50 businesses (with a value of over \$16,000). These memberships provide

businesses with ongoing webinar training in various business topics as well as ongoing consulting services as needed.

The proposed application furthers implementation of the following Goal, Objectives, and Policies of the US-17-92 Corridor Redevelopment Master Plan:

- **Goal:** Pursuant to the CRA's Redevelopment Master Plan, section IV. Implementation, this incentive program serves to attract new, and retain existing businesses within the Community Redevelopment Area. Incentives such as these individually and collectively assist in catalyzing redevelopment efforts.

...TAC Recommendation

The Technical Advisory Committee recommended approval of the funding request by PRISM International, Inc. at its meeting on October 23, 2014.

...Staff Recommendation

.. Attachments

- Grant Application